

**WHAT IS CLAIMED IS:**

- 1           1.       A method of determining product demand using a data processing  
2       system and collected network session data from at least one product selection network  
3       site, the method comprising:  
4           developing a set of master session profiles, wherein the master session profiles  
5           include product demand indicators;  
6           processing at least a subset of user session data to evaluate the user session  
7           data using the master session profiles; and  
8           determining product demand from the evaluations.
- 1           2.       The method of claim 1 wherein the product demand includes  
2       information regarding the demand of one or more features of a product.
- 1           3.       The method of claim 1 wherein the product demand indicators include  
2       values of data types.
- 1           4.       The method of claim 1 wherein developing a set of master session  
2       profiles comprises:  
3           developing a set of master session profiles from recorded data associated with  
4           users who either submitted a product lead or purchased a product.
- 1           5.       The method of claim 1 wherein developing a set of master session  
2       profiles comprises:  
3           collecting network session data from a plurality of user sessions conducted  
4           with the network site(s);  
5           matching at least a subset of each set of collected user network session data  
6           with one or more factors indicating a product demand authenticity; and  
7           assigning an indicator reflecting the product demand authenticity of each user  
8           session of the master session profiles.

1           6.       The method of claim 5 wherein at least one of the factors indicating  
2 product demand authenticity is a propensity of the user to actually purchase a product  
3 offered by the network site accessed by the user.

1           7.       The method of claim 5 wherein the indicator is a relative scoring  
2 reflecting that relates product demand authenticity between user sessions.

1           8.       The method of claim 5 wherein evaluating user session data using the  
2 master session profiles comprises:  
3               matching at least a subset of the product demand indicators present in a user  
4               session with product demand indicators in the master session profiles.

1           9.       The method of claim 8 further comprising:  
2               assigning an indicator reflecting the product demand authenticity of each user  
3               session that is matched with the master session profiles.

1           10.      The method of claim 1 wherein determining product demand from the  
2 evaluations comprises:  
3               associating product demand evaluations with specific products;  
4               weighting evaluations in accordance with a product demand authenticity  
5               indicator; and  
6               comparing the weighted evaluations of users sessions selecting a particular  
7               product against a total set of weighted evaluations of user sessions.

1           11.      The method of claim 1 wherein the user session data includes data  
2 types associated with each users navigation of the network site during configuration  
3 of a product.

1           12.      The method of claim 1 wherein evaluating user session data using the  
2 master session profiles comprises:  
3               processing the user session data in accordance with a decision tree using data  
4               from the master session profiles as decision criteria.

1           13.     The method of claim 1 wherein determining product demand from the  
2     evaluations comprises determining product demand in accordance with:

$$3 \qquad PD_j = \frac{\sum_{i=0}^n k_{ji}}{\sum_{i=0}^m k_i} \times 100\% \qquad j \in N$$

4     where:

5           *j* represents a specific product,

6           PD<sub>*j*</sub> represents the product demand information for product *j*,

7           *n* = total number of user sessions selecting product *j*,

8           *k* = user session scores,

9           *k<sub>j</sub>* = user session scores for product *j*; and

10          *m* = total number of user sessions for all products.

11          *N* = total number of products.

1           14.     A method of determining product demand using a data processing  
2     system and collected network session data from at least one product selection network  
3     site, the method comprising:

4           processing at least a subset of collected user session data to evaluate

5           characteristics of the user session data against product demand

6           characteristics derived from a set of master session profiles, wherein

7           the master session profiles include product demand indicators; and

8           determining product demand from the evaluations.

1           15.     The method of claim 14 wherein the product demand includes  
2     information regarding the demand of one or more features of a product.

1           16.     The method of claim 14 wherein the product demand indicators  
2     include values of data types.

1           17.    The method of claim 14 wherein developing a set of master session  
2 profiles comprises:  
3           developing a set of master session profiles from recorded data associated with  
4           users who either submitted a product lead or purchased a product.

1           18.    The method of claim 14 further comprising: wherein developing a set  
2 of master session profiles comprises:  
3           developing the set of master session profiles, wherein developing a set of  
4           master session profiles comprises:  
5           collecting network session data from a plurality of user sessions  
6           conducted with the network site(s);  
7           matching at least a subset of each set of collected user network session  
8           data with one or more factors indicating a product demand  
9           authenticity; and  
10          assigning an indicator reflecting the product demand authenticity of  
11          each user session of the master session profiles.

1           19.    The method of claim 18 wherein at least one of the factors indicating  
2 product demand authenticity is a propensity of the user to actually purchase a product  
3 offered by the network site accessed by the user.

1           20.    The method of claim 18 wherein the indicator is a relative scoring  
2 reflecting that relates product demand authenticity between user sessions.

1           21.    The method of claim 18 wherein evaluating user session data using the  
2 master session profiles comprises:  
3           matching at least a subset of the product demand indicators present in a user  
4           session with product demand indicators in the master session profiles.

1           22.    The method of claim 21 further comprising:  
2           assigning an indicator reflecting the product demand authenticity of each user  
3           session that is matched with the master session profiles.

1           23.    The method of claim 14 wherein determining product demand from the  
2 evaluations comprises:  
3           associating product demand evaluations with specific products;  
4           weighting evaluations in accordance with a product demand authenticity  
5           indicator; and  
6           comparing the weighted evaluations of users sessions selecting a particular  
7           product against a total set of weighted evaluations of user sessions.

1           24.    The method of claim 14 wherein the user session data includes data  
2 types associated with each users navigation of the network site during configuration  
3 of a product.

1           25.    The method of claim 14 wherein evaluating user session data using the  
2 master session profiles comprises:  
3           processing the user session data in accordance with a decision tree using data  
4           from the master session profiles as decision criteria.

1           26.    A method of determining product demand using an electronic data  
2 processing system, the method comprising:  
3           collecting data from multiple user sessions with a world wide web ("Web")  
4           site, wherein the user sessions involve selecting a product marketed by  
5           the Web site and the collected data includes user navigation data  
6           related to selection of a product selection and Web page data as  
7           provided to the user;  
8           developing a product demand master profile set from the collected data;  
9           collecting a second set of user session data; and  
10          matching the second set of user session with the master profile set to  
11          determine product demand.

1           27.     The method of claim 26 wherein matching the second set of user  
2 sessions with the master profile set comprises matching values of data types collected  
3 from each of the second set of user sessions with a master profile from the master  
4 profile set using a decision tree.

1           28.     The method of claim 26 wherein the product demand includes  
2 information regarding the demand of one or more features of a product.

1           29.     A system for determining product demand using a data processing  
2 system and collected network session data from at least one product selection network  
3 site, the system comprising:

4           master session profile generation system to develop a set of master session  
5           profiles, wherein the master session profiles include product demand  
6           indicators; and  
7           a processing engine to process at least a subset of user session data to evaluate  
8           the user session data using the master session profiles and determine  
9           product demand from the evaluations.

1           30.     The system of claim 29 further comprising:  
2           a session recording system to collect network session data from at least one  
3           product selection network site.

1           31.     The system of claim 29 wherein the processing engine determines  
2 product demand in accordance with:

$$3 \quad PD_j = \frac{\sum_{i=0}^n k_{ji}}{\sum_{i=0}^m k_i} \times 100\% \quad j \in N$$

4     where:

5           *j* represents a specific product,

6           PD<sub>*j*</sub> represents the product demand information for product *j*,

7            $n$  = total number of user sessions selecting product  $j$ ,  
 8            $k$  = user session scores,  
 9            $k_j$  = user session scores for product  $j$ ; and  
 10           $m$  = total number of user sessions for all products.  
 11           $N$  = total number of products.

1           32.    The system of claim 29 wherein the product demand includes  
 2   information regarding the demand of one or more features of a product.

1           33.    The system of claim 29 wherein the product demand indicators include  
 2   values of data types.

1           34.    The system of claim 29 wherein the master session profiles are  
 2   developed from a set of master session profiles from recorded data associated with  
 3   users who either submitted a product lead or purchased a product.

1           35.    The system of claim 29 wherein the network session data includes data  
 2   from a plurality of user sessions conducted with the network site(s) and to determine  
 3   product demand from the evaluations the processing engine matches at least a subset  
 4   of each set of collected user network session data with one or more factors indicating  
 5   a product demand authenticity and assigns an indicator reflecting the product demand  
 6   authenticity of each user session of the master session profiles.

1           36.    The system of claim 35 wherein at least one of the factors indicating  
 2   product demand authenticity is a propensity of the user to actually purchase a product  
 3   offered by the network site accessed by the user.

1           37.    The system of claim 35 wherein the indicator is a relative scoring  
 2   reflecting that relates product demand authenticity between user sessions.

1           38.    The system of claim 35 wherein to determine product demand from the  
 2   evaluations the processing engine further matches at least a subset of the product  
 3   demand indicators present in a user session with product demand indicators in the  
 4   master session profiles.

1           39.     The system of claim 38 wherein the processing engine assigns an  
2     indicator reflecting the product demand authenticity of each user session that is  
3     matched with the master session profiles.

1           40.     The system of claim 29 to determine product demand from the  
2     evaluations the processing engine associates product demand evaluations with  
3     specific products, weights evaluations in accordance with a product demand  
4     authenticity indicator, and compares the weighted evaluations of users sessions  
5     selecting a particular product against a total set of weighted evaluations of user  
6     sessions.

1           41.     The system of claim 29 wherein the user session data includes data  
2     types associated with each users navigation of the network site during configuration  
3     of a product.

1           42.     The system of claim 29 to evaluate user session data using the master  
2     session profiles, the processing engine processes the user session data in accordance  
3     with a decision tree using data from the master session profiles as decision criteria.

1           43.     A computer program product comprising instructions encoded thereon  
2     to determine product demand using a data processing system and collected network  
3     session data from at least one product selection network site, the instructions are  
4     executable by a processor to:

5                 develop a set of master session profiles, wherein the master session profiles  
6                         include product demand indicators;  
7                 process at least a subset of user session data to evaluate the user session data  
8                         using the master session profiles; and  
9                 determine product demand from the evaluations.



1           44.    A system to determine product demand using a data processing system  
2   and collected network session data from at least one product selection network site,  
3   the system comprising:  
4           means for developing a set of master session profiles, wherein the master  
5           session profiles include product demand indicators;  
6           means for processing at least a subset of user session data to evaluate the user  
7           session data using the master session profiles; and  
8           means for determining product demand from the evaluations.